



Mini-Profile



November, 1976

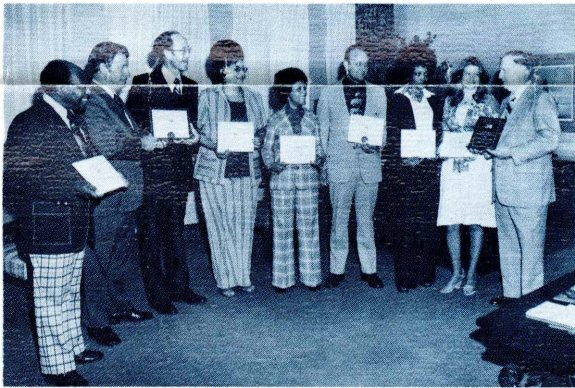
PLANS GET INVOLVED IN JUNIOR ACHIEVEMENT

The company is able to sponsor two Junior Achievement groups this year because six employees volunteered to serve as "advisors" to these young people.

Serving with group #1 are **Bob Hewett**, **Thomesyna Clemes** and **Cathy Shane**; group #2 includes **Linda Tester**, **Bob Westbrook** and **Denise Rodriguez**. The group #1 will make and sell wall plaques in a variety of cork and mirror arrangements in the shape of butterflies; #2 will produce a home message center of cork board with a see-through writing surface. Both products will be on sale in the near future to employees.

Employee Services and Community Relations Director, Jesse Grover, wishes to express his thanks to the 429 employees who voted on August 25 in the Junior Achievement Product Survey to determine how the two products above, plus a third choice, rated in popularity. Group #1 designed the winning product which was not only voted the most popular among our employees but also among the 26 companies' products in the city. They received a plaque from the Junior Achievement headquarters in Jacksonville which has been presented to our President, Mr. Herbert.

Congratulations to these employees who are volunteering their time to work with Junior Achievers and for their outstanding efforts in designing this popular product.



The first place product contest plaque was presented to Mr. Herbert by employee volunteers who work with two Junior Achievement groups our company sponsors this year. From left are Jesse Grover, W. J. Stansell, Senior Vice President, Bob Westbrook, Linda Tester, Denise Rodriguez, Bob Hewett, Thomesyna Clemes, and Cathy Shane.

AIIE RECOGNIZES CHARTER MEMBERS



The Greater Jacksonville Chapter of the American Institute of Industrial Engineers (AIIE) presented certificates to its Charter Members at its monthly meeting on October 6. A total of 60 of the chapter's 67 members joined the chapter during its first year of operation, and were, therefore, recognized as Charter Members. Nick Khodadad, center, President of the chapter, is pictured presenting a Charter Membership Certificate to Ray Bowering, right, a Director of the chapter. Looking on from left are Norm Smith, Director, Mary Terbruggen, Treasurer, and Bill Johns, Secretary.

1,215 Employees Paid \$88,438 For Going To School

This past September marked the 7th birthday of our Tuition Refund Program. Since it began in 1969 employees have spent \$102,589 for tuition and books. Since they have been reimbursed \$88,438 of this amount to assist them in furthering their education, this amounts to 86% of the money they spent being refunded. This represents an average of between an A and B grade which is an excellent reflection on their efforts. This amount has been paid to employees in Tuition Reimbursements through the summer term of 1976.

Money returned to employees is dependent on the grade earned: An A gives 100% refund; a B, 100%; a C, 80%.

The program continues to grow in enrollment and in money returned to employees. It is administered through the Human Resources Training and Development Section under the direction of June McClellan. Bruce Grundy, Audio-Visual Clerk, handles approval forms for work related courses and reimburses the employees at the end of each quarter or semester, as the case may be.

Any employee who is eligible to participate and wants to further his or her educa-



tion should contact Bruce for further instructions about how to take advantage of this employee benefit. He is located on the sixth floor of the Main Building in the Video/Library across from Training Room #2.

Additional information can be provided, but the first prerequisite is that you as an employee must be a full time permanent employee with at least three months of experience with the Plans by the end of the term. Also, employees are not eligible for refunds under this plan for any course for which they are receiving financial assistance from another source, such as a scholarship, the Veterans Administration, etc.

SUGGESTION PROGRAM PAYS OUT \$23,194 AFTER EIGHT YEARS



When the Blue Cross and Blue Shield Suggestion Award Program reached its eighth birthday on October 1, 1976, total award checks in the amount of \$23,194.00 had been presented to employees.

Jesse B. Grover, Director, Employee Services and Community Relations, is Chairman of the Suggestion Program. Frankie Hawkins, Jerry Vaughan, Ray Bowering, Jim Gessells, Frank Folmer and Bob Nay serve on the Suggestion Program Committee which reports the eighth year was one of the busiest.

Large awards in 1975-1976 included checks for \$1,000.00 (the maximum) — \$457.00 — \$450.00 — \$396.00 — \$329.00 — \$254.00 — \$252.00 — \$240.00 — \$228.00 — \$212.00 — \$202.00, and \$194.00.

During this past twelve month period, from October, 1975 to October, 1976, 61 suggestion awards were presented to employees. For the past eight years, checks went to 319 employees, and there were 1,576 suggestions rejected. At this writing there are still 234 suggestions pending in the process of being evaluated.

The amount of the awards given to employees is determined by figuring ten percent of the estimated annual savings to the company. Based on the \$23,194.00 actually presented to employees over eight years, this represents a savings of a minimum of \$231,940.00 to the Florida Blue Cross and Blue Shield Plans.

BICENTENNIAL THOUGHT

In this Bicentennial year there is renewed interest in historical markers and plaques. Our favorite is one attached to a large rock in Rome, New York. It was put there by a man named Eskil Ringdahl. The inscription reads:

"ON THIS SPOT, FEBRUARY 29, 1776, ABSOLUTELY NOTHING HAPPENED!!"

PLEASE NOTE!

Whenever possible **HEADLINES** and **MINI-HEADLINES** are being posted on the various floor bulletin boards for employees to read rather than printing and passing out copies for all employees. Of course, when it is necessary for employees to fill out a perforated form and return it to a particular department, this procedure will not be used. Keep an eye on the bulletin boards so you won't miss some important notices that are being posted.

JACKSONVILLE EMPLOYEES DONATE \$121,000 TO UNITED WAY

Through the efforts of the Employees' Charities Committee headed by Chairman Chip Williams, Jacksonville employees have pledged \$121,000 to the 1976-77 United Way Drive. This is a ten percent increase over last year's contribution of \$110,000.

The United Way campaign in Jacksonville kicked off on September 7 to raise money for 48 human service agencies whose budgets are in part funded through United Way. This year's goal of \$3,700,000 is \$100,000 over last year.

Ninety percent of the money donated as a charity contribution by employees is given directly to the United Way while ten percent is contributed to other selected charities through our Employees' Charities Committee.

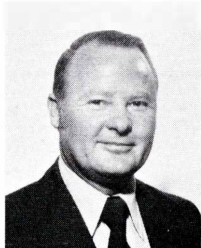


Denise Rodriguez

In August, **Jesse Grover**, Director of Employee Services and Community Relations, was named Metro Chairman for our company's United Way effort by our President, Mr. Herbert. Jesse assigned **Denise Rodriguez** as our "Loaned Executive" from September 1 through October 21. On September 21, 18 employees volunteered to canvass numerous businesses to solicit contributions, working under the direction of the United Way. Those volunteers who worked in the small business division "one day blitz" included **Jim Gray**, **Gwen Price**, **Phenie Bocook**, **Wiley Bryant**, **Theo Crews**, **Brenda Gramling**, **Bill Hazlehurst**, **Sandra Jackson**, **John Oetjen**, **Bill Sims**, **Suzanne Sutton**, **Ron Tipton**, **Jerry Vaughan**, **Ron Williams**, **Chip Williams**, **Jim Dixon**, **Billy Alsobrook**, and **Jesse Grover**.

SERVICE ANNIVERSARIES

25 YEARS



Jim Williams

He is a native of Live Oak where he graduated from Suwannee High School. He has furthered his education the past several years by taking courses at the University of Oklahoma, Harvard University, the University of North Florida, and New York University.

Jim has served in the Florida National Guard for 27 years and currently holds the rank of Major. He is also active in the National Association of Purchasing and the National Association of Fleet Administrators.

He is married to Nona and they have two sons, Doug and Ronald. He has participated in several Employees Club golf tournaments and also enjoys hunting and fishing.

Jim Williams, Director of Purchasing and Office Services since 1975, celebrated a quarter of a century with the Florida Plans on November 5. His first supervisory position was in the Printing Department in 1956, and his promotion to Assistant Manager of Office Services occurred the next year. He became Manager of that department in 1966.

SIX RECEIVE MEDICARE A TEN YEAR AWARDS



October was a most unusual month for Dick Meyers, Vice President-Medicare A, right, who had the pleasure of presenting ten year awards to six of his "original" Medicare A employees who all came to work in October, 1966. At left is Flake Hewett, Director of Medicare A. The six recipients, from his left, are Pat Keane, Coleen Osteen, Jeanne Helton, Winifred Deville, Lottie Mackie, and Thomasena Jordan. Clara Rose, Medicare A Educational Service Coordinator, is next to Mr. Meyers.

5 YEARS

Blue Cross & Medicare A

Marlene A. Bialek
Fernando U. Victorio
Maurice R. Higginbotham
Robert L. Ice

Group Accounting
Computer Support II
Computer Support I
Building Management

Blue Shield & Medicare B

Alvie J. Chesser
Algerine J. Jones
Georgia A. Perry
Brenda G. Sumlar
Katherine J. Robinson
Gloria Duffy
Carrie M. Henderson
Barbara A. Hendley
Yvonne B. Hughes
Mary Roundtree

Med. B Claims Exam.
Precoded
Med. B Informal
Med. B Informal Review
Med. B Claim Exam.
Med. B Verify
Med. B Special Claims
Exam.
Med. B Special Claims
Exam.
Prepayment Screening
Edit II
Provider Reimbursement

1 YEAR

Blue Cross & Medicare A

Johnny Jones
Deborah A. Lancaster
Karen J. Martin
James E. Mose
Carolyn B. Smith
Anita S. Stephens
Deborah J. Walker
Kathleen A. Worthington
Mary E. Balschi
Beverly A. Dowdell
Kathy D. Gillyard
Edward J. Hopkins
Remell P. Howard
Opal Y. Overstreet
Mary A. Tucker
Marie Bailey
Pamela A. Council
Charles B. Council, Jr.
Bruce E. Grundy
Joseph N. Mack
Allison Rose
Stella E. Brockman
Teresa H. Coffin
Susan A. Delaney
Patricia A. Deming
Joseph F. Wynne
Kim A. Tyre
Marvene S. Thomas

Safety & Security
Group Accounting
Major Medical Direct Pay
Orlando
Tampa
Medical
Major Medical
Tampa
EDP Control
Med. B Informal Review
Coordination of Benefits
Legal House Counsel
Basic Approvals &
Outpatients
Pensacola
Fed. Employee Hospital
Training & Development
Chronic Renal Disease Sec.
Methods
Training & Development
Building Management
Special Claims
West Palm Beach
Group Accounting
Dir. EDP Operations
Mail Operations
Building Management
Inter-Plan Bank Billing
Ocala

Blue Shield & Medicare B

Millicent D. Donald
Ruth A. Pitre
Barbara A. Ponder
Glenda G. Kalina
Mary A. Utsey
David A. Yarber
Glenn E. Benekin
Barbara E. Greene
Toni M. Howard
Barbara J. Howell
Margaret C. McClure
Maria L. Quindoza
Lourdes N. Torio
Josey A. Gray
Annene E. Holland
Anna L. McDaniel
Leah P. Roberts
Sharon A. Sheffield
Brenda L. Smith
Sandra K. White

Blue Shield Claims Files
Utilization Review
National Accounts
Med. B Files
Med. B Claims Examining
Med. B Files
Med. B Files
Provider Reimbursement
CHAMPUS
Claims Approval Physician
Med. B Claims Examining
Med. B Claims Examining
Med. B Claims Exam.
Precoded
Med. B Special Claims
Exam.
Health Services Data
Med. B Special Claims
Exam.
Med. B Claims Examining
Med. B Claims Examining
Med. B Special Claims
Exam.
Med. B Special Claims
Exam.

NEW BLUE CROSS CLAIMS E.O.B. BEING MAILED TO SUBSCRIBERS

The last of September the Blue Cross Claims Department began sending Explanation of Benefits on all inpatient claim payments for basic Florida Blue Cross, Central Certification, Federal Employee Program, Complementary Coverage, and Comprehensive hospital claims.

The form is designed to indicate all of the charges which a hospital has billed for the number of days approved for this admission, not particularly the total number of days for which a patient is confined. The "Payments" column will indicate what this patient's contract is paying. Other information includes the date on which a final billing with all required information was received from the hospital and the date on which a check was written. Much correspondence has been received in the past questioning why it takes so long for a check to be sent to the hospital when, in effect, the claim has not even been received by Blue Cross of Florida. The average time for these payments is 6.4 days, conforming to the national standards of 14 days. Since these will automatically be generated and mailed, in a few instances they may be received even before the hospitals receive their checks.

According to Ray Chaffin, Director of Blue Cross Claims, this should prove to be an exceptional benefit to our subscribers. Blue Cross of Florida will not only be providing important information to subscribers but will also be saving employees' time at headquarters and in the branch offices. This, of course, means a great deal of dollar savings to the company as well. A study conducted by Gail Riley, Administrative Assistant to Mr. Chaffin, indicates the following savings:

Savings Including Branch and Home Office	\$80,368.00
Cost of the E.O.B.	-64,210.00
Realized Savings	\$16,158.00

According to Gail, in addition to dollar profits, the E.O.B. will be beneficial by allowing the subscriber to file the form directly with Major Medical, supplying assistance to branch offices in that payment, rejection, and additional information is available, and receiving the enormous amount of public relations, as also indicated by branch offices, marketing representatives, and other Plans.

ENJOY YOUR THANKSGIVING HOLIDAYS NOV. 25-28



Heap high the board with plenteous cheer,
and gather to the feast,

And toast the sturdy Pilgrim band whose
courage never ceased.

Give praise to that All-Gracious One
by whom their steps were led,

And thanks unto the harvest's Lord
who sends our daily bread.

—Alice Williams Brotherton

RETIREMENTS

BARBARA LANIER TAKES EARLY RETIREMENT

After September 30, many employees noticed a familiar face missing from our complex. **Barbara Lanier**, who has assisted so many employees with their own retirement and selections of their gifts, took early retirement herself after 20½ years. Our President, Mr. Herbert, presented her with her choice of a gift from the company, a double Charm Glow gas grill, along with her retirement checks.

A surprise coffee and cake party was held the afternoon of the 30th attended by many of her co-workers. Mr. Herbert, along with Eugene O'Brien, Vice President-Human Resources, praised Barbara for her loyalty and dedication, adding "she will be missed — there will be a void."

As Employee Benefits Coordinator, Barbara worked her last several years with the Plans assisting with such things as service award presentations, retirements, arrangements for employees leaving on disability, and the tedious insurance paperwork in the event of an employee's death. She worked closely with our national associations in Chicago to insure that our employees' benefits were properly handled.

Barbara was hired in April, 1956, spending her first ten years in the Personnel Department, which had only two employees then. As one of those two, Barbara handled just about every type of personnel work imaginable. She explains the department didn't really begin to expand until the advent of Medicare in 1966.

In 1970 Barbara was promoted to Assistant Employment Manager. Three years later she was promoted to Assistant to Employee Relations Manager, Jesse Grover, and was also given her present title. She reported to Russ Anderson in the Compensation Department of the Human Resources Division at the time of her retirement.

Barbara is a native of Jacksonville and was graduated from Andrew Jackson High School. She is a member of the Jacksonville Personnel Women. She is married to Royce and they have three sons, Lance, Beaver, and Donald, and five grandchildren.

Upon retirement, Barbara plans to "relax, do some gardening, and spend lots of time at my home on Lake Sampson in Starke, Florida." When asked about her employment with the Plans, she stated: "My years of service with Blue Cross and Blue Shield have always been happy ones. I have enjoyed my association with all the employees and with management."

RUBY PAULK SAYS GOODBYE TO MAIL OPERATIONS



Nathan Oplinger, Vice President-Medicare B, presents Ruby's retirement checks on September 30. At Ruby's left are Henry Zittrower, Supervisor of Medicare B Mail Operations, and Andy DePirro, Medicare B Services Manager.

The Medicare B Mail Operations Department has been **Ruby Paulk's** "home away from home" for the past 8½ years. This came to an end on September 30 when she chose to take early retirement and "enjoy relaxation and recreation with my family, gardening and working with my plants," says Ruby.

She has worked for Henry Zittrower, Supervisor of Mail Operations, since coming here. On the day she retired, Nathan Oplinger, Vice President-Medicare B, presented her with her retirement checks and gift from the company, a rotisserie. Her department had a covered dish luncheon for her and presented her with a silver tray engraved 1968-1976.



These are gifts received from Barbara's co-workers and friends she has made over the more than 20 years she worked here.



Barbara's happiness reflects in her smile as she has just received her retirement checks from our President, Mr. Herbert.

Ruby worked in the Universal Marion Building Mail Operations Department when our offices were located downtown prior to her move to the 15th floor in the Riverside complex. She served as a Clerk II from April, 1968 until November, 1974 when she was promoted to Mail Evaluator.

She was born and educated in Georgia, is married to Grady, and they have two sons, Kenneth, and Tommy, who are both married. They have five grandchildren. Ruby says the last 8½ years have been most enjoyable and rewarding. "I especially enjoyed the daily association and fellowship with my friends and fellow employees here at work."

MYRTLE CRAWFORD RETIRES FROM FORT LAUDERDALE BRANCH

After working at the Fort Lauderdale branch office for nearly nine years, **Myrtle Crawford** chose to take early retirement on September 30. She has served as a Claims Analyst since January, 1968.

A party in her honor was held at the Sweden House with Ron Dorr, Manager, beginning the festivities by pinning a beautiful orchid on Myrtle. Not to be left out was her husband, Jim, who received a carnation from Iris Norton, Office Supervisor. Howard Land then read a humorous presentation and the affair was closed by presentation of gifts including an emergency road kit, wall plaque, and a lamp, the latter a gift from the company. In addition, Myrtle received \$100.00 from all employees. Myrtle comments, "I would like to give special thanks to Helen Carpenter, Loraine Klein, Mary McDargh, Nancy Lawton and all of the employees who did so much to make this party a success. I will remember it the rest of my life."

Myrtle was born and educated in Pennsylvania and moved to Fort Lauderdale 15 years ago. She plans "to relax and do some traveling and also have time to pursue my favorite hobby which is growing flowers." Myrtle says, "I have enjoyed working for the Blue Cross and Blue Shield organization by helping people obtain their benefits."

CREDIT UNION RECEIVES HIGH MARKS FROM COMPTROLLER'S OFFICE

The 2,536 employees who belong to our Credit Union will be glad to know that Financial Examiners of the Office of Comptroller, State of Florida in Tallahassee have mailed a very complimentary report to the president of the Employees' Credit Union, Jack Masters, concerning the examination of the accounts and records in the period from March, 1975 through this past June 7. These excerpts are taken from the report:

Financial Condition

An analysis of the financial statements as exhibited in this report, indicated a sound financial condition existed at the close of the examination period. Since the last examination loans outstanding increased by 27.3% and share dollars increased by 33.3%. Earnings for the calendar year ending December 31, 1975 resulted in a 45% increase over the previous calendar year.

General Statement

The Blue Cross and Blue Shield Employees' Credit Union has continued to enjoy an excellent rate of growth, enhancing its already sound financial condition. The future of this Credit Union appears to be very promising and will continue to provide an excellent service to its membership. The good showing this credit union has made can be contributed to good management and supervision, and an excellent staff of employees.

The cooperation and assistance given the examiners was greatly appreciated.

Operations

A review of the overall operations indicated that this Credit Union has been well managed and supervised.

It appears that the Board of Directors and Committees have functioned as prescribed by Florida Statutes and Credit Union By-Laws.

WOODY GASH AND BILL SANDY WIN GOLF LEAGUE PLAYOFFS

Woody Gash and **Bill Sandy** finished first in the Employees Club Golf League playoffs completed in September by defeating **Dave Kelly** and **Ted Hedrick**. The league, which started in June, included 35 participating teams, two employees per team, who played in four divisions. The top four teams in each division were eligible for the playoffs.

The winners in all four divisions who won trophies furnished by the Employees Club are:

Division	1st Place	2nd Place
A	Tom McGeehan Flake Hewett	Roland Sayward Russell Moore
B	Woody Gash Bill Sandy	Dave Kelly Ted Hedrick
C	Jim Henderson Dave Melton	Jim Kelly Steve Bywater
D	Ted Sines Jim Gray	Jeff Clyatt Jim Holloway



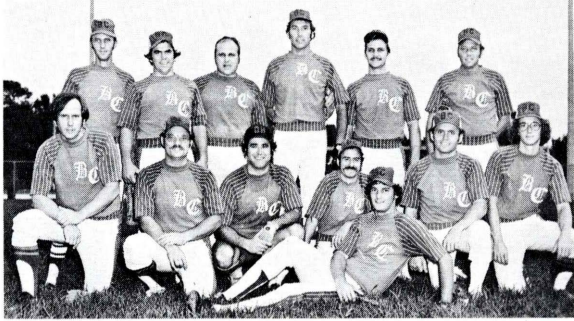
Golf league trophy winners are, front row, from left, Tom McGeehan, Flake Hewett, Woody Gash, Bill Sandy, Jim Kelly, and Jim Gray. Back row, from left, Roland Sayward, Ted Hedrick, Dave Kelly, and Steve Bywater. Not pictured are, Jim Henderson, Dave Melton, Russell Moore, and Jeff Clyatt. Ted Sines and Jim Holloway are no longer working here.

SUPERSTARS AND BLUE CROSS #1 WIN COMPANY SOFTBALL TOURNAMENT

Thirteen company softball teams competed for the title of company champions in a tournament ending on September 17. The Superstars defeated three other women's teams and Blue Cross #1 proved to be the winner of nine men's teams. Players on each first place team were awarded trophies from the Employees Club.



Front row, from left, Linda Blake, Shirley Edlin, Laura Rountree, Debbie Rountree, Debbie Eason, Tina Henault. Back row, from left, Lynda Dedmon, Kathy Wells, Sharon Wilson, Sissy Morgan, Bobbie Houser, Debbie McLane, Judy Schneider.



Front row, from left, Ed Helquist, Johnny Rhoden, Dave Carmel, Kenny Godbold, Steve Bywater, Jeff Clyatt, Mike Craft. Back row, from left, Travis Walker, Jim Myrick, Ron Tipton, Mike Jones, Dave Kelly, Jerry Potter.

Employees Club Sponsors Discount at Tampa's Busch Gardens

Although there were not enough employees who signed up for the charter bus trip to Busch Gardens in Tampa on October 9, Jim Gray, Employees Club Director, was authorized to offer a \$2.00 discount ticket to all employees. This \$2.00 reduction off the price of a ticket was good from October 9 through October 17 on tickets for adults and children.

Several employees drove their own cars to Tampa that Saturday to take advantage of "Blue Cross and Blue Shield Days." Their comments about the 300-acre theme park inspired by yester-year Africa were exciting, especially concerning the super thrill rides including "The Python" and "The Log Flume." They enjoyed the music by the Moroccan band and got a good look at the big game collections and the overall lush environment by riding the monorail, the sky ride, and the train. Although the bird show was closed, they reported the monkey show was hilarious.



The Python features a 50-foot, near vertical drop, followed by two complete 360-degree circles—during which riders are actually upside down.



"Look out below!" as this daring duo is undaunted by fear or gravity on The Log Flume ride at The Dark Continent, Busch Gardens in Tampa.

FIRST "BOLD CITY-FEST PLANT SHOW" DRAWS LARGE CROWD

"Bring Your Own Plants" was the Employees Club project on October 14 in observance of the Eighth Annual Bold CityFest. This event closely followed the City of Jacksonville's celebration of Consolidation Day observed on October 1 and appropriately tied in with the "Growing Bold City."

Several hundred employees viewed the 44 entries displayed in the Rosselle Street lobby which included 11 hanging baskets, 28 potted plants, and 5 terrariums and artificial plants. There were lush African Violets, cacti potted in sand art and beautiful and unusual orchids including some imported from Brazil.

Winners included BEST OF SHOW: Angela Cullimore; HANGING BASKETS: First, Sandra Woods; Second, Karen Huber; Third, Dick Warner; POTTED PLANTS: First, Arlene Johnston; Second, Ann and Steve Willbanks; Third, Jackie Baxter; MISCELLANEOUS: First, Angela Cullimore; Second, Ruth and Richard Sarno; and Third, Karen Huber.

HONORABLE MENTION ribbons went to Rene Lochard, Josie Armstrong, Patricia Greene, Arlene Johnston, Jackie Baxter, Angela Cullimore, Dick Warner, and Ann and Steve Willbanks.



Winners who showed up to receive trophies and ribbons are, from left, Jackie Baxter, Angela Cullimore, Arlene Johnston, Ruth Sarno, and Ann and Steve Willbanks.

TEAM NO. 2 WINS INDUSTRIAL TITLE

Congratulations to Blue Cross and Blue Shield #2 industrial, slow pitch softball team for winning the second half Industrial North title for the 1976 season. The team, sponsored by the Employees Club, finished with a fine 9-1 record to edge out first half champion PMM & Co. In addition to compiling an overall league record of 16 wins and 4 losses, the team competed in tournaments in Orlando and St. Marys, Georgia. Jim Linebarger was selected by the team as the most valuable player for the 1976 season.



Kneeling, left to right, Jim Linebarger, Ron Hope, Larry Shepard, Jim Holmes, Danny Fisher, Dave Roberts, Richard Watermolen. Standing, left to right, Vic Johnson (assistant coach), Sidney Ough, Wayne Courson, Rich Yuschik, Jim Peaks, Jan Walker, Warner Hull, Roger Holton (coach).

NEWSLETTER CONTEST WINNERS



From left, Tina Henault, Steve McCrandall and Linda Smith are shown holding copies of "Spirit-Medicare A" which was judged the best newsletter for 1976 in a contest recently sponsored by the Communications Department for all 45 MINI-PROFILE reporters. They received their choice of a desk trophy or a wall plaque and a complimentary luncheon as their prizes. Their newsletter, distributed each month along with copies of MINI-PROFILE, is written and edited for all Medicare A employees on the 6th and 7th floors of the South Building.

THREE RECEIVE A TOTAL OF \$131.00 IN SUGGESTION AWARDS

Gloria Russell, Blue Shield Section Leader; Carol Cress, Blue Cross Production and Quality Control Claims Analyst; and Cynthia Kelly, Blue Cross Pricing Coding Analyst, Medical Policy Section, received a total of \$131.00 in suggestion checks, saving the company an estimated \$1,310.00 annually.

Gloria received \$92.00 for her suggestion to revise the Major Medical Dental Claim Form (B5-213-8/74) to include a request for orthodontic information. Carol received \$29.00 for her suggestion to revise the Prescription Drug Claim Form (PH-42278-374). Cynthia received the minimum award of \$10.00 for her suggestion to delete the information about prescription drugs on the back of the claim form for Direct Pay.

BICENTENNIAL THOUGHT

If the pattern holds, we may have trouble getting anyone to run for President of the United States in 1980. Consider this: Beginning with 1840, every President elected in the twentieth year following died in office! They were: William Harrison, 1840; Abraham Lincoln, 1860; James A. Garfield, 1880; William McKinley, 1900; Warren G. Harding, 1920; Franklin Roosevelt, 1940; John F. Kennedy, 1960. It's something to think about . . .



This letter was received regarding **Terri Deck**, Medicare B Physician Hotline: "Just a short note to let you know how great Terri Deck, the girl who answers the phone, and has helped me so much and has been so nice and patient. She really knows it backwards, forwards and blind folded."

Vickie Hackford, Medicare B Patient Information, received these letters of thanks: "I do want to thank you for all of your help concerning my claim. I feel like I have a friend up there. Thank you again Vickie dear."

"Thank you for talking to me today. Your attitude toward me is great and your help to receive my Medicare check means more than you know. Thanks for all you do in word and deed. If I can ever be of any help to you, please let me know."

Junell Rainey, Medicare Part B Patient Information, received the following letters: "It took a long time to get this matter cleared up, but thanks to you and your interest it is cleared up. I want you to know that I appreciate your interest in this very much and want to thank you very much."

"You are a dear sweet lady to do this for me — I know it takes your time and you must have more than your share to do. I have always said it is the nice people who are imposed on. That is the price for being so willing to help others. I pray God's richest blessings on you, and that he keeps you always in his care. Thank you so much. I have called on you so many times and I appreciate all of your time and trouble."

This letter was sent to the Department of Health, Education, and Welfare from a Tallahassee subscriber: "This is a letter of praise, not complaint. We have no way of adequately expressing our deep appreciation for the wonderful assistance afforded us by your Program during my husband's past illnesses. Hopefully, we can now look forward to a life of good health, following heart surgery. It is true, as people like to state, that the Program is 'due to everyone who is entitled to it.' Our feeling is much stronger than that. We in no way take it for granted; it is a privilege to have this service and is something for which we are very, very thankful, as all who accept it should be. It is a blessing! We feel that the Medicare Program is excellently handled; and the people handling it seem to **care**. The Blue Cross and Blue Shield operation, in Jacksonville, deserves special commendation. They are not only prompt but thorough. If there is a question, they write a nice letter asking for further information. It is reassuring to know that Federal funds are administered carefully. Again, thank you. I sincerely hope that everyone appreciates your help as much as we do."

"I should like to bring to your attention my appreciation for the unusual kindness and efficiency of one of your employees at the Ft. Myers office, **Ora P. Cook**. Service such as she has provided me with unfailing courtesy is above the normal expected. You are to be congratulated on your skill in selection and training of employees."

Linda Kornacki, Claims Analyst, St. Petersburg, received this letter: "Thank you for returning copy of the hospital bill as you said you would, and a very special thank you for taking the time to write a note of explanation regarding payment of this bill. You were correct in saying you knew I would be happy to learn the hospital has been paid. I was dreading the thought of receiving another notice of payment due. It was so very nice of you to continue checking my claim, and to be so understanding each time I phoned. Thank you again for your thoughtfulness and help."

Don Baldwin Jr., former CHAMPUS Correspondence Clerk, recently promoted to Production and Quality Control, received this letter: "We thank you for your letter advising us of your departure from the CHAMPUS department and congratulate you on a well-deserved pro-

motion. A promotion, as we all know, is a recognition on the part of one's superiors of work well done and carries with it certain monetary benefits. However, in your case it is much more than just a promotion, much more than monetary benefits. You say in your letter that our case leaves you 'with a feeling of accomplishment and satisfaction,' and you have every right to feel this way. Our case — and I feel sure, other cases too — was handled with understanding and compassion. You were never too busy to go beyond the mere requirements of the job and inject into your work something of yourself — the desire to help. All CHAMPUS beneficiaries as well as Blue Shield were indeed fortunate to have someone like you to assist us with the intricate problems. I want to express my sincere thanks for your assistance and wish you all the best in your new assignment."

This letter concerns **Myrtle Gordon**, CHAMPUS: "Please accept this note as my expression of appreciation to your Myrtle Gordon for her help in a complex and difficult problem. She is a great credit to your organization."

A Ft. Lauderdale subscriber wrote these kind words about the Blue Cross and Blue Shield organization: "I am very grateful to have the privilege and to be eligible to carry this insurance."

Eleanor Turner, West Palm Beach, was complimented in this letter: "I don't know what I would have done without Eleanor Turner's advice. Because of Mrs. Turner I received \$575.00 from Blue Cross of Florida. When I sent my problem to Mrs. Turner she wrote back in **red**, 'Yes, you should get every penny within four or six weeks.' Would you believe it? I got the check within one week. If I hadn't written to Mrs. Turner, I would never have received the money. I wish you would in some way let her know what a great job she is doing. This is only one example of her efforts. She has helped me many times."

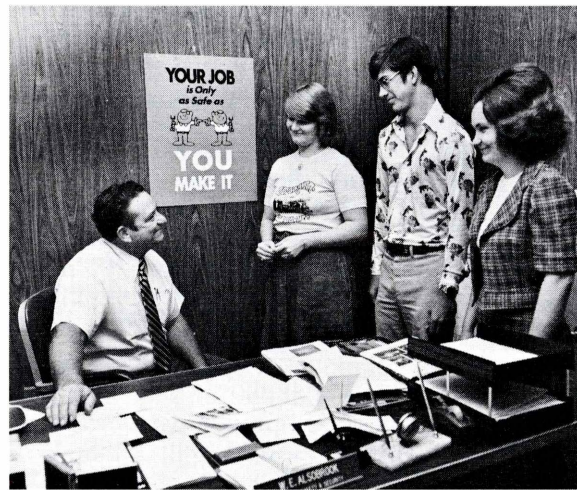
J. W. Herbert, President, received this letter of appreciation: "I am taking this opportunity to report to you directly on the superb services rendered me and I assume countless others, by **Louise Beckom**, Supervisor of Health Services Data. In doing so I refer not only to her efficiency and response to cries for help from a bewildered Medicare patient, but also to her constant readiness to be of help, to the thoroughness of her follow-through, and to the feeling, which I'm sure is genuine, that she cares. If you have ever been in my situation, dealing with Social Security, the V.A., private disability underwriters and the like, you will know what rare qualities these are to be found these days in one person. Guard her jealously."

"**Dorothy Towne**, Utilization Review Department, conducted a survey of the utilization review and certification procedures of Holy Cross Hospital. This survey was one of the most informative surveys that this hospital has ever received. Mrs. Towne has an excellent personality and conducts herself in such a manner as to encourage questions and discussions of problems which may be encountered. Mrs. Towne was extremely helpful and freely gave of her time and knowledge to our employees who participate in utilization review and certification functions. The information provided by her at the critique was extremely helpful. We commend you on the excellence of your staff."

Pat Pate, Office Supervisor, West Palm Beach, received this letter: "I want to tell you how hard **Eleanor Turner** worked on a case of mine. Yesterday I received a check which had been in the process from September, 1974. I am very thankful to get this out of my mind."

Lillian Borowicz, Ft. Lauderdale, received this letter: "Tell your boss, or you can show him this note, that he has a most wonderful girl working for him, with a lot of patience. God Bless you Lillian, for your patience with me. You are a most kind and efficient girl."

"GETTING INVOLVED" PROBABLY SAVED A LIFE



Billy Alsobrook, Safety and Security Chief, extends his thanks on behalf of the company to, from left, Donna LeGrand, Ed White, and Shirley Wilkerson.

The Safety and Security Section would like to congratulate **Ed White** and **Donna LeGrand** for some quick thinking, proper action and compassion for their fellowman. On September 7, 1976 at 4:35 p.m. as Donna and Ed were leaving their work station, they came upon Michael Hike lying unconscious on the stair landing near the first floor in the southeast stairwell of the 20 story building.

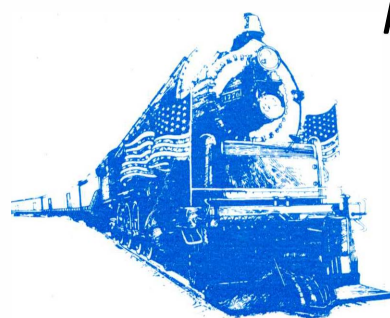
Mr. Hike had fallen down several steps and landed on his back and head. When Ed and Donna reached him, Mr. Hike was unconscious, not breathing and had started to turn blue. Through their efforts, Mr. Hike's breathing was restored and they continued to give first aid and comfort until the Rescue Squad arrived and removed Mr. Hike to the hospital. It was the opinion of those present that the efficient and quick actions of Ed and Donna were responsible for Mr. Hike's surviving this accident.

Shirley Wilkerson is also to be commended for her quick reporting of this accident to the Security desk. In doing so, the Rescue Squad and other help were quickly summoned. In accidents such as these, time is very important.

We are very happy to report that Mr. Hike is recovering and that the members of his family have expressed their thanks and appreciation for the assistance he received from all who helped.

Ed is a temporary employee, Shirley is a full time employee and both are assigned to Subscribers Service on 3 Main under Jim Geer. Donna works in Medicare A on 7 South and her Manager is Tom McGeehan.

Thank you, Ed, Donna and Shirley for "caring" and not being afraid of "getting involved." There is a good possibility you saved a life.



Freedom Train Returns to the East Coast

The American Freedom Train started its cross-country trip on April 1, 1975 in Wilmington, Delaware. The 21-month national tour, which spans 17,000 miles and includes stops in 80 cities, completed its West Coast leg and has returned to the eastern states.

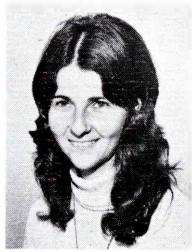
The unusual Bicentennial project has enjoyed overwhelming popularity at every stop, and many of the initial problems of accommodating large crowds have been solved.

The exhibit's special effects include projections of such important events as the Boston Massacre, the Boston Tea Party, the Gettysburg Address, the moon walk, the spotlighting of significant objects and documents, such as the lantern from the Old North Church used to signal Paul Revere, and famous portraits of the founding fathers on loan from museums.

The Freedom Train is scheduled to visit Jacksonville November 20 through 23 at Imeson Industrial Park from 8:00 a.m. to 10:00 p.m. for a minimal admission charge.

IN THE NEWS

TWO PROMOTIONS ANNOUNCED IN DATA SERVICES/MARKETING SYSTEMS



Frances Dyal

The promotions of **Frances Dyal** to Assistant Manager of Marketing Systems and **Bob Luker** to Assistant Manager of Data Services Systems, were announced by Carl Herring, Manager, Data Services/Marketing Systems Administration, effective September 6.

Frances joined the Plans in October, 1966 and has held the positions of Programmer, Programmer/Analyst, Systems Analyst, and Senior Systems Analyst. She is a native of Douglas, Georgia and was graduated from Robert E. Lee High School. In her leisure time she enjoys sewing swimming, and flying.

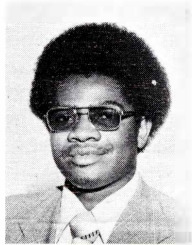


Bob Luker

Bob began his career with the Plans in June, 1969 and held the positions of Programmer, Systems Analyst, and Senior Systems Analyst. He is a native of Glencoe, Alabama where he graduated from high school. He attended Jacksonville State University in Jacksonville, Alabama for four years, earning his B.S. degree in Business and

Economics. He served in the Army for two years last holding the rank of First Lieutenant. He is married to Dianne and they have two children, John and Joel.

AL WEBB PROMOTED TO BRANCH AUDIT SUPERVISOR



Al Webb

The promotion of **Al Webb** to Branch Audit Supervisor of Provider Audit and Reimbursement was announced by Dwight Cenac, Assistant Director, effective August 30. Al joined the Plans in July, 1974 as an Assistant Auditor and was promoted to Auditor, Reimbursement Specialist, and Senior Auditor.

He is a native of Tallahassee where he graduated from Leon High School. He earned a B.S. degree from Florida A & M University, is married to Patricia, and in his spare time he enjoys tennis, writing, listening to contemporary music, and reading.

BE AWARE OF YOUR NEWSHOUND



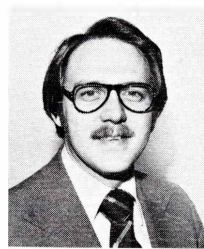
Sandy Daugherty

November's featured **MINI-PROFILE** reporter is **Sandy Daugherty**. Sandy has been a **PROFILE** reporter for three years starting as the sole reporter for the third floor in 1972. She now reports from 3-South with the help of Debbie Dubberly. Robbie Leggett is responsible for 3-Main. All three girls write a monthly newsletter titled "Here the Latest" for over 300 employees on the third floor of both buildings. In the nearly three years floor newsletters have been in existence, your editor does not recall a single month that has passed without a newsletter being published for these Subscribers Service employees.

Sandy is a native of Macon, Georgia, and was graduated from Wolfson High School. She is now attending Florida Junior College on a part-time basis. She began her career with the Plans in August, 1967 and is presently secretary to Amelia Kelly, Manager, Subscribers Service Direct.

She is the Director of Mission Friends Class at Central Baptist Church and served as a hostess when Open House was held for the 20-story building. She married Alan on July 31, 1976, and in her spare time she enjoys tennis, sewing, and painting.

JERRY LENON PROMOTED TO PROVIDER CONSULTANT



Jerry Lenon

The promotion of **Jerry Lenon** to Provider Consultant in the Provider Audit and Reimbursement Department was announced by Don Crossett, Assistant Director, effective August 30. Jerry joined the Florida Plans in July, 1975 as an Auditor, and in March, 1976 he was promoted to Senior Auditor.

He attended Florida State University for two years and received his B.A. degree in Accounting. He served in the Air Force for five years, last holding the rank of Staff Sergeant. He is married to Martha and they have lived in Jacksonville for two and a half years. Jerry is a member of the Free and Accepted Masons, and in his leisure time he enjoys golf, tennis, and fishing.

CATHERINE LaMEE PROMOTED TO SUPERVISOR OF OUTPATIENT APPROVALS

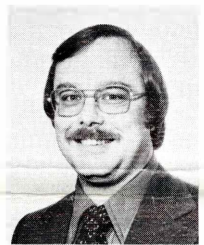


Catherine LaMee

The promotion of **Catherine LaMee** to Supervisor of Blue Cross Outpatient Approvals was announced by Jackie McKenzie, Manager, effective October 11. She began her career with the Plans ten years ago as a Claims Examiner in Complementary Coverage and was promoted to Section Leader in 1971.

She is a native of Jacksonville and was graduated from Robert E. Lee High School. She is a member of the American Business Women's Association and is a Safety Captain Alternate for 7-Main. She is married to Robert and they have two daughters, Peggy and Katie. In her leisure time, Catherine enjoys working with flowers and sewing.

BILL JOHNS RECEIVES MASTER'S DEGREE



Bill Johns

After receiving his B.S. degree in Industrial Engineering from the University of Tennessee, **Bill Johns**, Assistant Director of Medicare B Claims, decided to further his education with the help of the Tuition Refund Program. In August, he graduated from the University of North Florida, receiving his Master's degree in Business

Administration. The Florida Plans reimbursed him \$1,450.00, for the entire cost of his tuition and books, the maximum amount he could receive because of his high grades, averaging a B+.

Since joining the firm in March, 1972, Bill has held the positions of Senior Analyst in Methods, Manager of Medicare B Operations Support and Medicare B Claims Manager until his recent promotion.

Bill is married to Claudia and has two sons, Bryant and Scott. He is a member of the Greater Jacksonville Chapter of the American Institute of Industrial Engineers in which he was elected to serve as Secretary for the 1977 term. Bill was also nominated for the "Engineer of the Year" award by the chapter of the Florida Engineering Society. Besides being a member of the above organizations, Bill also belongs to the American Management Association and the Industrial Management Association.

SECTION LEADER PROMOTIONS

Kathy Frail was promoted to Section Leader of Inter-Plan Bank Billing. She began her career as a Typist in this department in November, 1973 and a year later was promoted to Research Clerk. Prior to her recent promotion she held the position of Correspondence Clerk.

Skip Rose was promoted to Section Leader of Blue Cross Basic Claims, effective October 11. He joined the Plans in June, 1974 as a Claims Examiner Trainee, and has held the positions of Claims Examiner and Prepayment Auditor.

INSTITUTIONAL AFFAIRS DIVISION MEETS IN JACKSONVILLE

During the week of August 30, the Institutional Affairs Representatives and Charge Auditors visited the Home Office in Jacksonville for Career Assessment and departmental meetings. The meetings included an explanation of the reorganization of the Institutional Affairs Division and an update on the Division's Cost Containment project which is now being implemented.



From left, back row, Mel Snead, Vice President-Institutional Affairs, Harry Lucas, Hal Clauer, Phil Bray, Bob Wildermuth, Robert Venable, Jim VanWagner, Jack Adams, George Peterson, Glenn Utt, Dave Stroupe, Bill Hubbard, Harvey Williams, and Bob Yates. From left, seated, Griselle Hernandez, Mike Schwartz, Dan Whitehead, Betty Kilpatrick, Tom Chema, Ron Fisher, and Helen Howden.

Mini-Profile

Vol. 1, No. 2

November, 1976

Published monthly for the employees,
their families, and friends of
Blue Cross of Florida, Inc.
Blue Shield of Florida, Inc.

EDITOR

Carole Utley

REPORTERS

SOUTH BUILDING

- 1 Pat Ross
- 1 Gwen Price
- 3 Sandy Daugherty
- 3 Debbie Dubberly
- 4 Melissa Day
- 5 Martha Poplin
- 5 Katherine Joyce
- 5 Darlene Brown
- 6 Linda Smith
- 7 Steve McCrandall
- 7 Pearl Miles
- 7 Tommie Curry
- 7 Tina Henault
- 8 Wanda Davis
- 9 Sharon McAbee
- 9 Danny Fisher
- 10 Jane Williams
- 10 Helen Keene
- 11 Robert Mobley
- 11 Kathi Jaschke
- 12 Mary Terbrueggen
- 12 Cathi Callahan
- 13 Sandi Wilson
- 13 Sharon Wilson
- 14 Martha Hewlett

15 Sally Monserrate

- 16 Marianne Nielsen
- 17 Sam Watson
- 17 Brenda Charrie
- 18 Vickie Galloway
- 20 Judy Schneider
- 20 Karen Parker

CHELSEA BUILDING

Susan Turpin

NORTH BUILDING

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MAIN BUILDING

- 1 Carol Whiting
- 2 Robin Smith
- 3 Robbie Leggett
- 4 Mary Beth Brett
- 5 Yvonne Cooke
- 6 Marie Bailey
- 7 Myrna Vickery
- 8 Jeanette Palma
- 9 Darlene Hart
- 10 Rochelle Dryden

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